

Virginia Main Street



Creating Curb Appeal



FRAZIER ASSOCIATES
213 N. Augusta Street
Staunton, Virginia



What is Curb Appeal?



- Creating an inviting environment for downtown businesses at the pedestrian level



Usually We Look at the Overall Façade





But today we are looking at the
“Pedestrian Zone”





What Creates the Pedestrian Scale and Environment?





What about this pedestrian zone?





Here's what you might do to assess the "Pedestrian Zone" in your town...

- Arm the design committee with:
 - Digital cameras,
 - Pads of paper,
 - Maps of downtown (preferably showing lots)
- Take an early morning walking tour
- Check out that pedestrian zone of downtown
- Here is what to look for and what you might see...



Entrances....





Doors...





Paint...





Plantings...





Shutters and Signs...





More signs...





Window Displays and Glass





Crosswalks and Parking Spaces





Landscaping Maintenance





Sidewalks





Graffiti and Stickers





Trash Cans and Public Signs





Rate Your Buildings

- 0 - Good Condition, nothing needed
- 1 - Minor improvements needed
- 2 - Moderate Improvements needed
- 3 - Major improvements needed



Rate Your Infrastructure

	0	1	2	3	Notes
Block:					
Street paving and striping					
Crosswalks					
Sidewalk paving and curbs					
Lighting					
Utility Wires and Hardware					
Traffic signals					
Planters					
Hanging Baskets					
Street Trees/ Tree Grates					
Planting Beds					
Hedges/Edges					
Parks/Open Space					
Parking Lots					
Benches					
Trash Receptacles					



Findings

- 0 - Good Condition, nothing needed
- 1 - Minor improvements needed
- 2 - Moderate Improvements needed
- 3 - Major improvements needed

Generally speaking, curb appeal items fall into Category 1



What's Next?



Now that you have identified some of your curb appeal issues, take a look at how some communities and businesses create curb appeal!



Minor Repairs and Painting





Entrances and Doors





Glass Maintenance





Door Upgrade





Planters and Flower Boxes





Planters and Flower Boxes





Planters and Flower Boxes





Signs





Signs





Window Display – Keep it simple!





Awning Maintenance or Replacement





Awnings Add Color and Vibrancy!





Curb Appeal Example





Curb Appeal Example





Landscape Pruning and Mulching





Basic Sidewalk Maintenance





Sidewalks – Connectivity to Downtown





Other Examples of Infrastructure Curb Appeal Items

- Repaint utility, light and sign poles
- Remove and replace damaged signs
- Remove signs that are not needed
- Repaint crosswalks, parking space lines
- Repaint trashcans
- Relay brick where needed
- Ensure kiosks are maintained and up to date



Now What?

- Gather assessments and pictures
- Determine the biggest curb appeal issues in your community that can be easily addressed.
- Dirty awnings from tree pollen? (line up someone to clean awnings at a group rate)
- Could planters use some fresh plants? (arrange plants at a group rate with local garden supply)
- Could everyone's display windows use a good cleaning (line up window washers)



Create Incentives and Make it Easy To Do

- Could everyone use a freshly painted door? (Create a “Doors of -----” contest and line up some painters)
- Provide small incentive grants for painting and adding flower pots;
- Meet with Public Works to review potential public spruce up projects; learn what their maintenance schedule is;
- Celebrate Spring and have a party!

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